



Paint Right with Color Dynamics

Paint Best with

PITTSBURGH PAINTS



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PITTSBURGH Color Dynamics makes home decorating easier

PITTSBURGH COLOR DYNAMICS is a great deal more than fashionable color usage. This remarkable system of painting harnesses in practical style the *energy* which science has demonstrated color possesses. It enables you to banish drab surroundings and create an atmosphere of gracious living your entire family will enjoy.

Laboratory and clinical tests over a period of years have demonstrated that color influences and affects people. Some colors stimulate and inspire, others soothe and relax, still others depress, fatigue, and irritate.

Red, for example, is generally associated with excitement

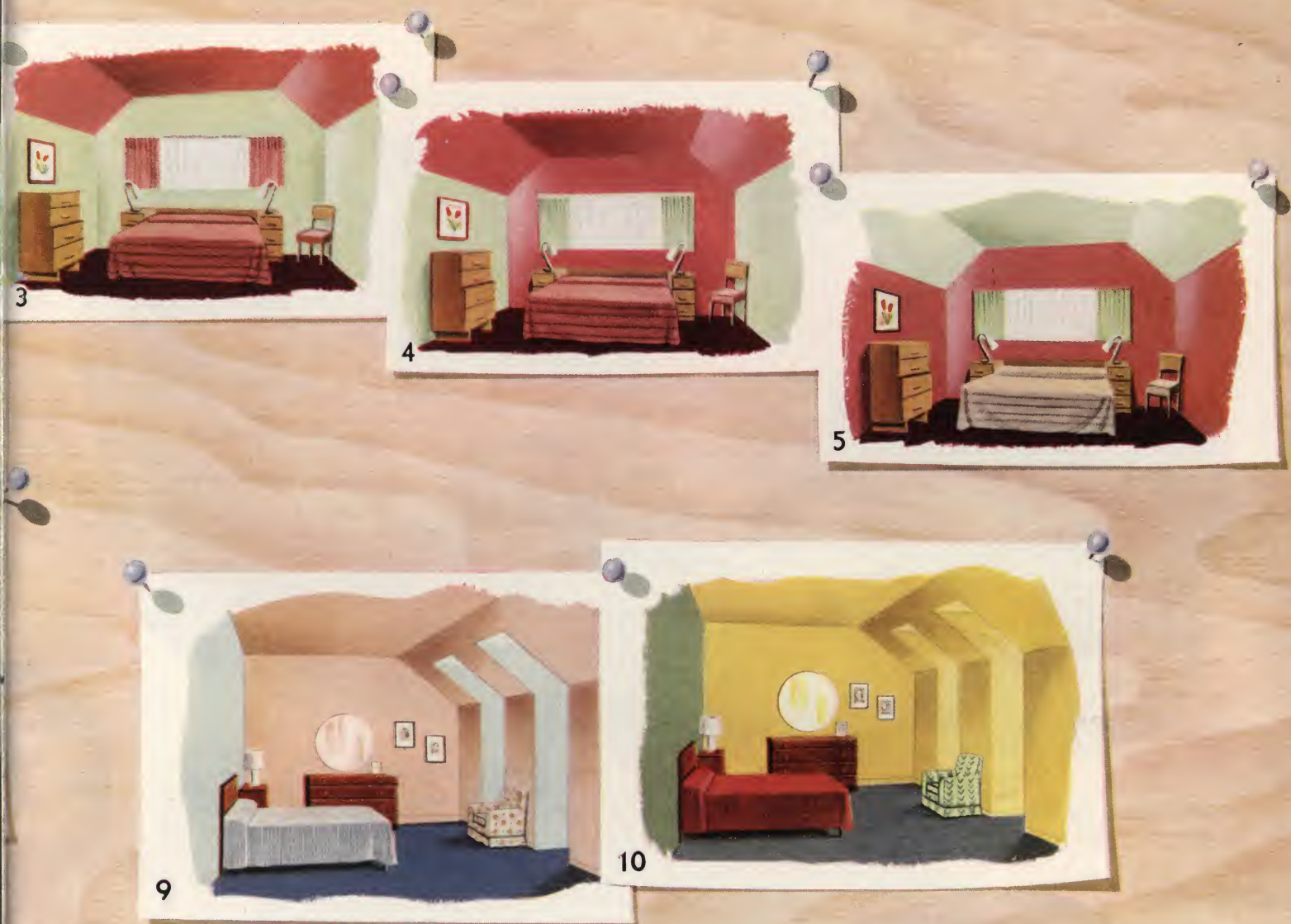
and danger; used with discrimination its effect can be energizing. Yellow, being bright and cheerful, suggests warmth and sunlight. Orange, made from both of these basic colors, has attributes of both.

Blue is a cool color that is calming and soothing in its effect when used properly. Green, made from yellow and blue, has characteristics of both colors; because of its association with Nature, it has almost universal appeal. Violet has the formality and richness of red and blue from which it is derived.

In their system of Color Dynamics, Pittsburgh color consultants and technicians have made use of this influence of color upon people. By following its principles in your home decoration you select color arrangements that not only beautify your home but also promote the comfort, well-being, and safety of your family.

In arranging a color plan according to Color Dynamics, the rooms should be studied carefully. Those with northern or eastern exposure should have warm, sunny colors. Rooms facing south or west call for cool colors to temper the sunlight.

The purposes for which the rooms are used also have a definite bearing on color selection. Rooms intended for comfort and relaxation should have colors that are cheerful and inviting. Rooms intended for rest and repose should have tran-



quil hues. Rooms that will be used for active and energetic pursuits should have colors that stimulate and inspire. Rooms intended for concentrated effort should be given colors that encourage calm and orderly thought or precise and accurate work.

With Color Dynamics, the good features of a room, a house, or a building can be emphasized, or features that are less attractive can be made less apparent. Small rooms can be given the illusion of greater spaciousness. Large rooms can be made more intimate and friendly. You can make high ceilings seem lower and low ceilings look higher.

Shown above are some of the corrective measures of unusual structural details which you can achieve with Color Dynamics.

(1) By painting ceiling, window wall, sloping area, and end walls alike and the right wall in a contrasting value you make the sloping section less apparent.

(2) An alternate solution of the same problem is to paint ceiling, window wall, and sloping area in one color and the remaining walls in a second color.

(3) By giving the room a canopy effect you can make an asset of sloping sections on two walls. In this case ceiling and sloping areas are painted a dark color and the remaining walls a lighter color for contrast.

(4) This room is identical to room No. 3, except that its visual length has been shortened by painting the end wall in the same color as the ceiling.

(5) Still another treatment for a room with two sloping areas is to reverse the color plan, using light colors on slopes and ceiling and dark colors on all walls.

(6) You can achieve unity in the color decorations of adjoining rooms by reversing the wall and ceiling colors.

(7) The dark ceiling color lowers the apparent height of this room. And the dark end wall visually reduces the apparent depth as dark colors advance and light colors recede.

(8) The effect of a dark ceiling is emphasized by using light, contrasting colors on all walls.

(9) The recessed dormers in this room are made a striking feature by painting them in the same color as the opposite wall.

(10) Dormers can be virtually eliminated by painting them in the same value as the adjoining walls. Attention is further diverted by using a contrasting color on the wall opposite the dormers.

On the following pages are shown practical suggestions on how to use Color Dynamics for every type of room in the home.



Complementary Harmony—*Walls and Base*—Intermix Tropic Rose Wallhide Rubberized Satin Finish composed of eight quarts Colonial Yellow 64-114, one quart Rose Tan 64-119, and one quart Cavalier Red 64-126. *Ceiling and Fireplace*—Let down one part Colonial Yellow 64-114 and four parts White 64-6 Wallhide Rubberized Satin Finish.



Split-Complementary Harmony—*Walls, Base, and Window Sash*—Intermix Plum Wallhide Rubberized Satin Finish composed of four quarts Cavalier Red 64-126 and one quart Robin Hood Green 64-125. *Ceiling and Ceiling Mold*—Let down one part Cascade Blue 64-115 and two parts White 64-6 Wallhide Rubberized Satin Finish.



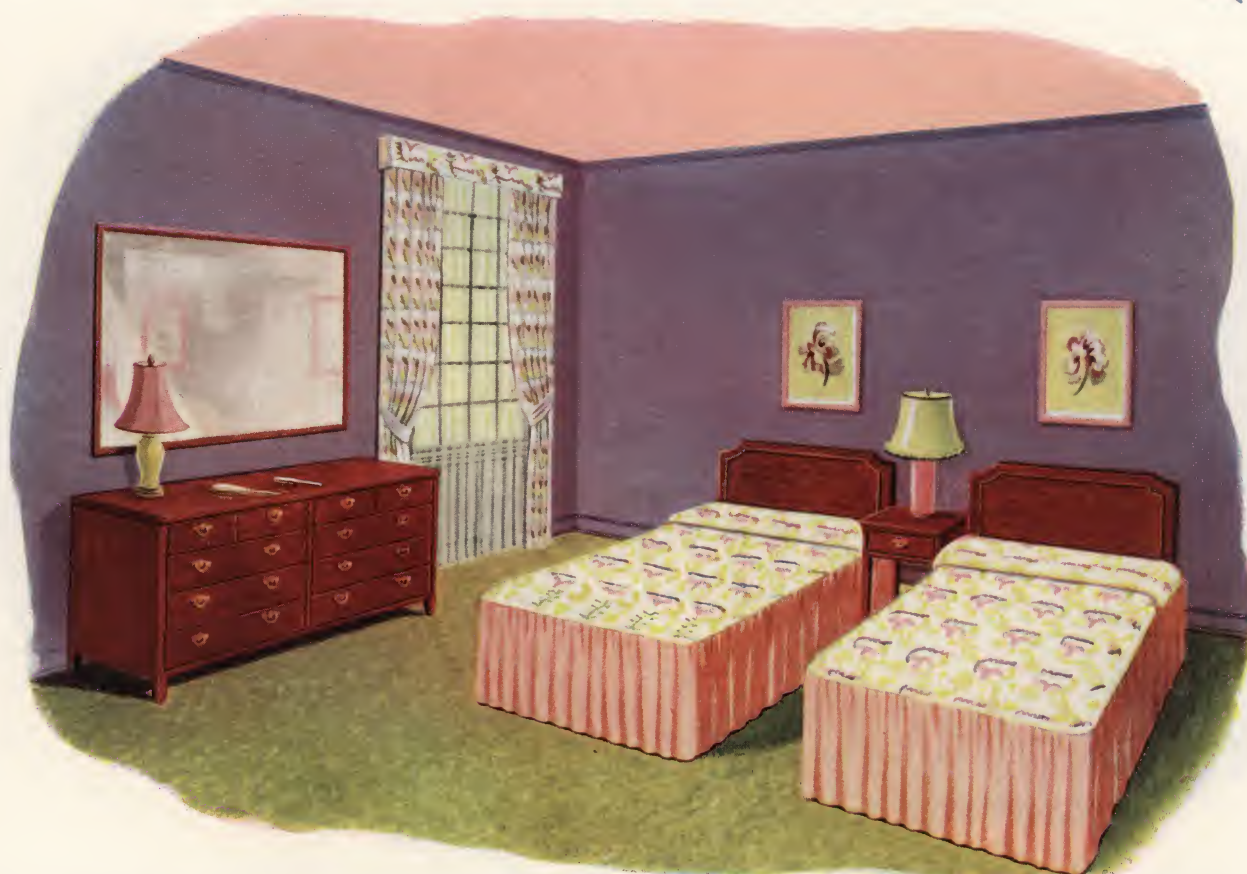
Analogous Harmony—*Wall Rear of Matching Chairs*—Palace Gray 25-38 Historic Wall Paint, *Wall at Commode*—Wythe House Yellow 25-42 Historic Wall Paint, *Ceiling and Ceiling Mold*—Let down one part Palace Gray 25-38 and eight parts White 25-22 Historic Wall Paint, *Window Sash and Trim*—To match respective wall colors using wall color with one part Varnish to eight parts color.



Triad Harmony—*Walls*—Wedgwood Blue 26-60 Wallhide Flat Wall Paint, *Mantel*—Pittsburgh Architectural Rubbed Effect White Enamel 48-31, *Ceiling*—White 26-5 Wallhide Flat Wall Paint, *Window Sash and Trim*—Wallhide Semi-Gloss Wall Paint tinted to match wall color.



Triad Harmony—*Walls*—Let down one part Raleigh Tavern Chinese Red 25-45 and eight parts White 25-22 Historic Wall Paint. *Ceiling*—Light Ivory 26-65 Wallhide Flat Wall Paint. *Window Sash and Trim*—Let down one part Raleigh Tavern Chinese Red 25-45 and eight parts White 27-109 Wallhide Semi-Gloss Wall Paint.



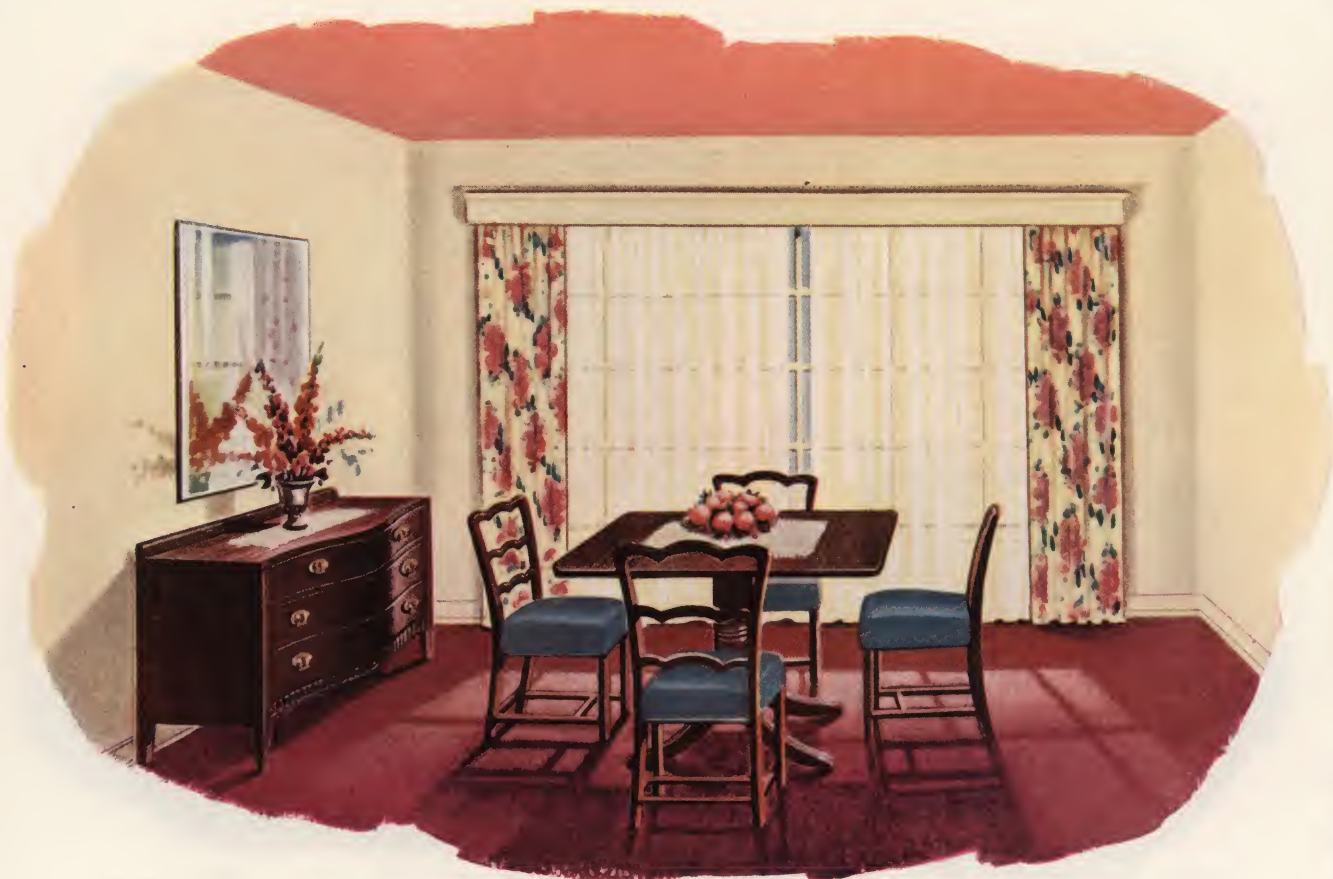
Analogous Harmony with Yellow Green Accent—*Walls*—Intermix No. 50 Pittsburgh Interior Toner is composed of 128 fluid ounces White 26-5 Wallhide Flat Wall Paint, 32 fluid ounces Medium Blue Toner 20-14, and 32 fluid ounces Red Toner 20-13. *Ceiling*—Intermix No. 44 Pittsburgh Interior Toner is composed of 128 fluid ounces White 26-5 Wallhide Flat Wall Paint and 8 fluid ounces Red Toner 20-13. *Window Sash and Trim*—Intermix No. 50 Pittsburgh Interior Toner.



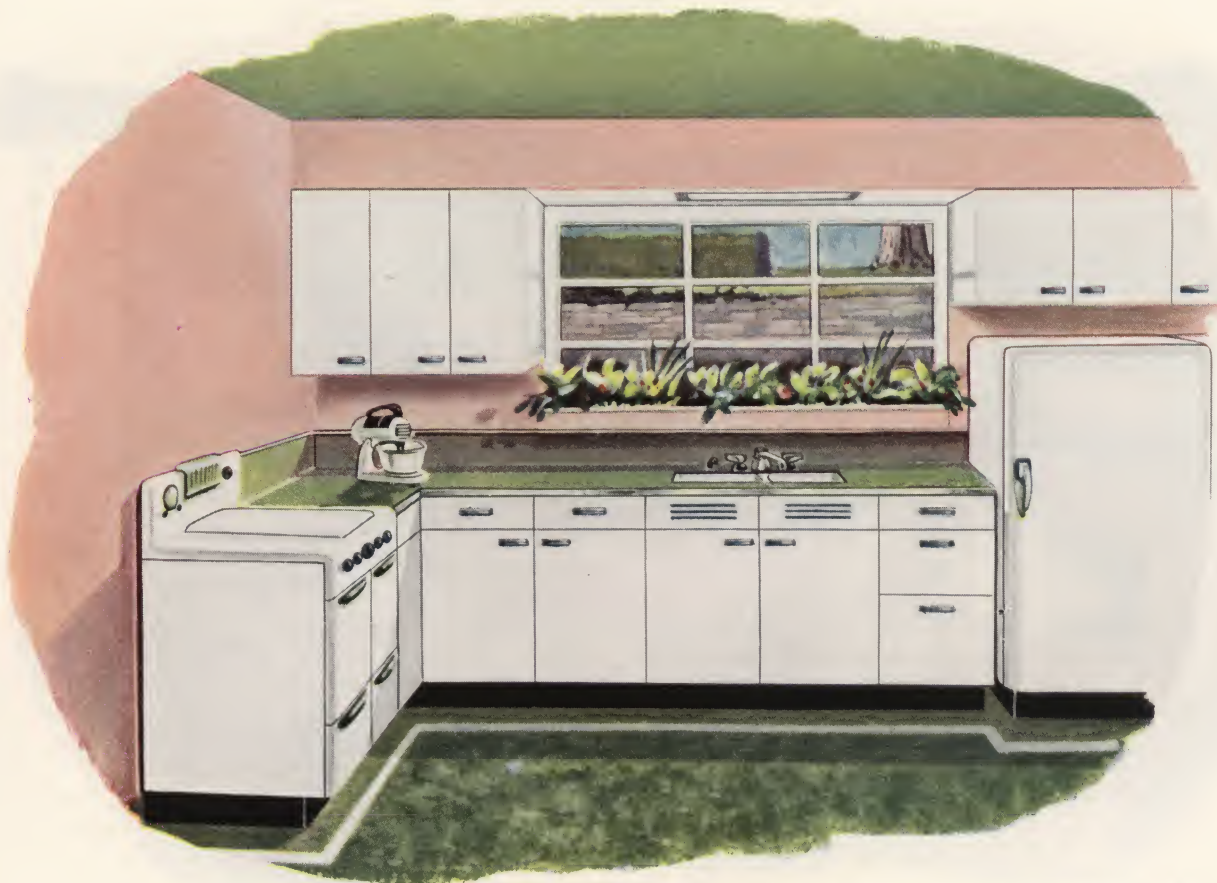
Analogous Harmony—*Bed Wall*—Eye Rest Green 64-121 Wallhide Rubberized Satin Finish. *All Other Walls*—Intermix Chartreuse Wallhide Rubberized Satin Finish is composed of one quart Seafoam Green 64-116 and one quart Colonial Yellow 64-114. *Ceiling*—Intermix Ivory Wallhide Rubberized Satin Finish is composed of four quarts White 64-6, two quarts Colonial Yellow 64-114, and one quart Blossom Pink 64-123. *Window Sash and Trim*—To be same as respective wall color.



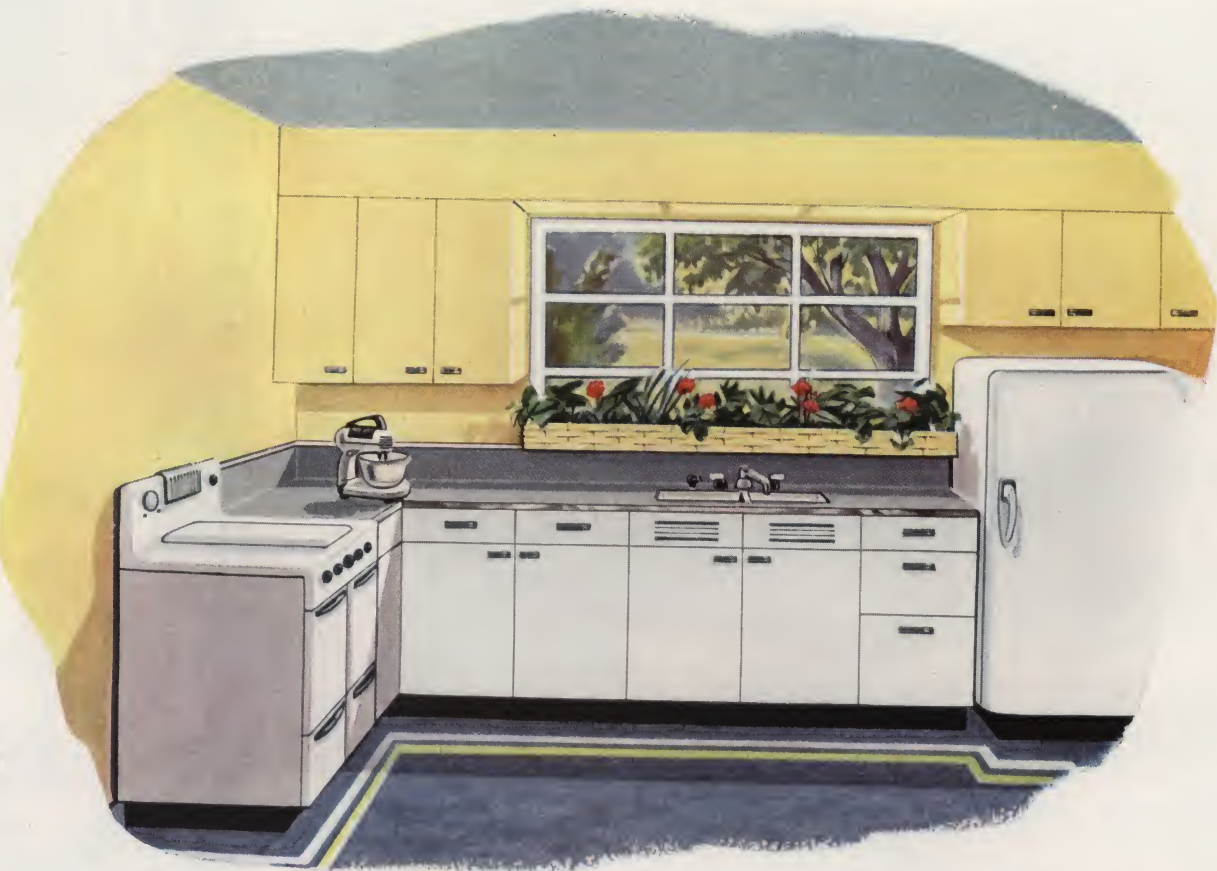
Complementary Harmony—*Walls*—Palace Guardroom Green 25-40 Historic Wall Paint. *Ceiling*—Let down one part Pitt-Dixon Rose 25-31 and two parts White 25-22 Historic Wall Paint. *Window Sash and Trim*—Let down one part Light Rose 27-159 and one part White 27-109 Wallhide Semi-Gloss Wall Paint.



Complementary Harmony—*Walls*—Light Ivory 26-65 Wallhide Flat Wall Paint. *Ceiling*—Let down one part Raleigh Tavern Chinese Red 25-45 and four parts White 25-22 Historic Wall Paint. *Window Sash and Trim*—Pale Ivory 27-175 Wallhide Semi-Gloss Wall Paint.



Complementary Harmony—*Walls*—Dusky Rose 54-125 Waterspar Enamel. *Ceiling*—Apple Green 54-131 Waterspar Enamel. *Cabinets*—White 54-171 Waterspar Enamel. *Window Sash*—White 54-171 Waterspar Enamel.



Triad Harmony—Walls—Jonquil Yellow 54-132 Waterspar Enamel. Ceiling—French Blue 28-262 Wallhide Gloss Wall Paint. Cabinets Mounted on Wall—Jonquil Yellow 54-132 Waterspar Enamel. Base Cabinets—White 54-171 Waterspar Enamel. Window Sash—White 54-171 Waterspar Enamel.



Complementary Harmony—Walls—Let down one part Raleigh Tavern Green 25-37 and two parts White 25-22 Historic Wall Paint. Ceiling—Light Ivory 26-65 Wallhide Flat Wall Paint. Drapery Valance, Window Sash, and Trim—Let down one part Raleigh Tavern Green 25-37 and two parts White 27-109 Wallhide Semi-Gloss Wall Paint.



Alternate suggestion—Ceiling—White 25-22 Historic Wall Paint. Walls—Wythe House Yellow 25-42 Historic Wall Paint. Woodwork—White 27-109 Wallhide Semi-Gloss Wall Paint.



Above—Ceiling—Let down one part Wythe House Yellow 25-42 and two parts White 25-22 Historic Wall Paint. Walls—Let down one part Palace Gray 25-38 and two parts White 25-22 Historic Wall Paint. Woodwork—White 27-109 Wallhide Semi-Gloss Wall Paint.

Right—Ceiling—Soft White 26-72 Wallhide Flat Wall Paint. Walls—Let down one part Wedgwood Blue 26-60 and two parts White 26-5 Wallhide Flat Wall Paint. Woodwork—White 27-109 Wallhide Semi-Gloss Wall Paint.





PAINT NEW COMFORT AND MORE PLEASURE INTO YOUR HOME

Perhaps one of the newest trends on the American home scene is a very marked "back-to-the-living-room" movement! Some experts attribute this to renewed appreciation of the family itself. Some say it's because furniture has become increasingly functional. Others claim that *television* is the principal contributing factor! Whatever the reason, the fact remains that you, too, are undoubtedly spending more hours in your living room than ever before! And so it's high time to take mental inventory of the room—to see how to make it more comfortable

... more enjoyable ... more appealing. Color Dynamics points the easy, economical way to paint new beauty and greater *livability* into your living room. The rooms on these pages show examples of the effective use of Color Dynamics.

LIVING ROOM (above)—*Ceiling*—Let down one part Pastel Green 26-68 and eight parts White 26-5 Wallhide Flat Wall Paint. *Walls*—Sylvan Green 26-66 Wallhide Flat Wall Paint. *Woodwork*—White 54-171 Waterspar Enamel. Decoration by Lucille Knoche, Chicago. Furniture by Consider H. Willett, Inc.



ENHANCE THE LIVABILITY OF YOUR LIVING ROOM

Sorcery with paint—that's what Color Dynamics can do in your living room! Is your ceiling too high? Your room too drab? The whole impression one of coldness? The lighting bad? Would you like to set a conversation-corner off by itself or make the room seem wider? Proper, scientific paint selection and use—in short, applied Color Dynamics—accomplishes these miracles and countless more. Typical examples are displayed on these pages.

LIVING ROOM (above)—Ceiling—White 25-22 Historic Wall Paint. Walls—Maize Buff 26-69 Wallhide Flat Wall Paint. All the Wood Trim including Mantel—Golden Buff 27-154 Wallhide Semi-Gloss Wall Paint. Decoration by Elizabeth Whitney, Chicago, A.I.D. Furniture by Consider H. Willett, Inc.





Ceiling—Intermix Ivory Wallhide Rubberized Satin Finish is made by mixing two quarts Colonial Yellow 64-114, four quarts White 64-6, and one quart Blossom Pink 64-123. *Walls*—Intermix Plum Wallhide Rubberized Satin Finish is made by mixing one quart Robin Hood Green 64-125 to four quarts Cavalier Red 64-126. *Wood Trim and Sash*—Ivory, same as ceiling.



Right—Ceiling—Soft White 26-72 Wallhide Flat Wall Paint. *Walls*—Wedgwood Blue 26-60 Wallhide Flat Wall Paint. *Wood Trim*—Soft White 54-128 Waterspar Enamel.

Alternate suggestion (lower left)
—*Ceiling*—White 64-6 Wallhide Rubberized Satin Finish. *Walls and All Wood Trim including Mantel*—Intermix Orchid Gray Wallhide Rubberized Satin Finish is made by mixing four quarts Blossom Pink 64-123 and one quart Como Blue 64-124.



LET YOUR HOME REFLECT YOUR PERSONALITY!

It's a wonderfully gratifying experience when a guest enters your home and remarks appreciatively, "This looks *just like you!*" Let your own preferences guide your color selections—remembering that, first of all, you and your family must be happy with the results. If you are a nervous person, select cool colors that will rest and calm you. If you are given to moods of melancholy, choose warm, vibrant hues that will lift your spirits! Pittsburgh's Wallhide Wall Paints give you a wide choice of colors. And Color Dynamics helps you make the most of your room's dimensions, lighting, exposure, and arrangement—as illustrated on these pages.

LIVING ROOM (above and on next page)—*Ceiling*—Let down one part Stratosphere Gray 24-120 and eight parts White 24-6 P B X Wall Paint. *Plaster Walls*—Raleigh Tavern Green 25-37 Historic Wall Paint. *Wood Paneled Walls and Mantel*—Let down one part Soft Pearl 27-163 and eight parts White 27-109 Wallhide Semi-Gloss Wall Paint. *Doors*—Let down one part Varnish 83-210 and eight parts Raleigh Tavern Green 25-37 Historic Wall Paint for a low sheen enamel finish. Decoration by Elizabeth Whitney, Chicago, A.I.D. Furniture by Consider H. Willett, Inc.

Alternate suggestion—*Ceiling*—Raleigh Tavern Chinese Red 25-45 Historic Wall Paint. *Plaster Walls*—Warm Gray 26-73 Wallhide Flat Wall Paint. *Wood Wall*—Let down one part Primrose Yellow 27-155 and four parts White 27-109 Wallhide Semi-Gloss Wall Paint. *Doors*—Add one part Varnish 83-210 to eight parts Raleigh Tavern Chinese Red 25-45 Historic Wall Paint for a low sheen enamel finish.







To dramatize walls painted a pleasing medium brown, made by adding two quarts of Dark Brown Toner 20-18 to one gallon White 26-5 Wallhide Flat Wall Paint, vines of climbing white roses cut from wallpaper have been applied at strategic intervals. The color scheme for the balance of the room stemmed from the wall treatment. The light blue shading on the white roses has been repeated in the glass curtains. White draperies and carpet recall the white roses.

Walls—Let down one part Raleigh Tavern Chinese Red 25-45 and two parts White 25-22 Historic Wall Paint. *Ceiling*—Pastel Yellow 26-63 Wallhide Flat Wall Paint. *Doors, Window Sash, and Trim*—Sunrise Yellow 27-176 Wallhide Semi-Gloss Wall Paint.

FRESH YOUNG IDEAS FOR TIRED ROOMS!

All successful interior decorators have—of necessity—a good bit of the adventurer in their souls! Take your cue from them and try something unusual in your dining room! With Color Dynamics principles to guide you, select colors to make a room friendlier and more conducive to gay dinner chatter. Or if the room is too small, choose a light shade for walls and woodwork to create an illusion of spaciousness for family gatherings. Perhaps your dining area is only an alcove off the living room. Emphasize its separate function by painting the walls a different color from the general living room area. Here on these pages are samples of Color Dynamics applied to various dining rooms.

DINING ROOM—*Ceiling*—Light Ivory 26-65 Wallhide Flat. *Wall and Woodwork*—intermix No. 128—two quarts Dark Brown Toner 20-18 added to one gallon White Wallhide Flat. Decorations by Elizabeth Whitney, Chicago A.I.D. Furniture by Consider H. Willett, Inc.

Alternate suggestion—*Ceiling*—Palace Guardroom Green 25-40, Historic Wall Paint. *Walls and Woodwork*—Wythe House Yellow 25-42 Historic Wall Paint.



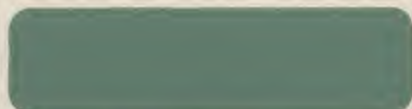
WALLHIDE FLAT WALL PAINT



WEDGEWOOD BLUE 26-60



PASTEL YELLOW 26-63



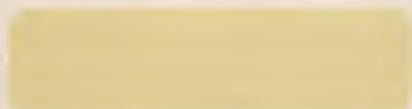
SYLVAN GREEN 26-66



MAIZE BUFF 26-69



HORIZON BLUE 26-61



LIGHT CREAM 26-64



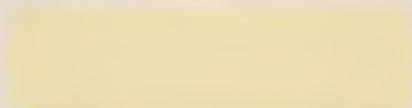
BLUE GREEN 26-67



DUSKY ROSE 26-70



WARM GRAY 26-73



LIGHT IVORY 26-65



PASTEL GREEN 26-68



CAMEO PEACH 26-71

WALLHIDE SEMI-GLOSS WALL PAINT



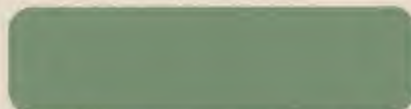
MELLOW IVORY 27-153
From the TRAVIS HOUSE



GOLDEN BUFF 27-154
From the TALIAFERRO COLE HOUSE



PRIMROSE YELLOW 27-155
From the BASSETT HALL



VELVET GREEN 27-156
From the BRICK HOUSE TAVERN



SILVER GREEN 27-157
From the GREENHOW-REPITON HOUSE



AQUA GREEN 27-158
From the TALIAFERRO COLE HOUSE



LIGHT ROSE 27-159
From the PITT-DIXON HOUSE



PASTEL BLUE 27-160
From the NORTON HOUSE



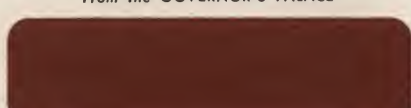
COLONIAL BLUE 27-161
From the RALEIGH TAVERN



WARM BEIGE 27-162
From the TALIAFERRO COLE HOUSE



SOFT PEARL 27-163
From the GOVERNOR'S PALACE



DUSKY RED 27-164
From the GOVERNOR'S PALACE OFFICE

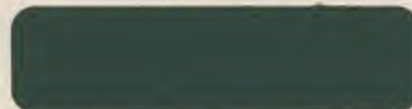
HISTORIC WALL PAINT



GREENHOW-REPITON GREEN 25-32
From the GREENHOW-REPITON HOUSE



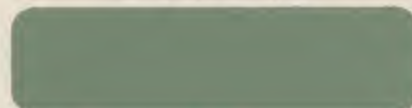
PITT-DIXON ROSE 25-31
From the PITT-DIXON HOUSE



RALEIGH TAVERN GREEN 25-37
From the RALEIGH TAVERN



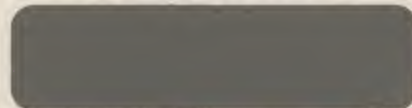
RALEIGH TAVERN PEACH 25-34
From the RALEIGH TAVERN



POWELL-HALLAM BLUE 25-35
From the POWELL-HALLAM HOUSE



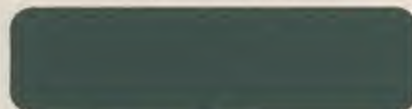
BLAIR HOUSE ROSE TAN 25-36
From the BLAIR HOUSE



PALACE GRAY 25-38
From the GOVERNOR'S PALACE



PALACE BALLROOM BLUE 25-41
From the GOVERNOR'S PALACE



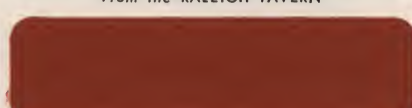
PALACE GUARDROOM GREEN 25-40
From the GOVERNOR'S PALACE



WYTHE HOUSE YELLOW 25-42
From the GEORGE WYTHE HOUSE



APOLLO ROOM BLUE 25-44
From the RALEIGH TAVERN



RALEIGH TAVERN CHINESE RED 25-45
From the RALEIGH TAVERN

PRIMER-SEALER 26-10, FIRST COATER 26-1, WHITE 26-5
FIRST COATER (GLOSS TYPE) 26-30, SOFT WHITE 26-72

WHITE 27-109

INTERIOR FIRST COATER 25-21, WHITE 25-22

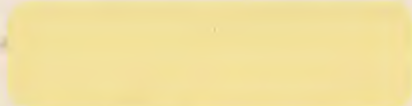
WALLHIDE RUBBERIZED SATIN FINISH



CASCADE BLUE 64-115



SEAFOAM GREEN 64-116



COLONIAL YELLOW 64-114



ROSE TAN 64-119



STRATOSPHERE GRAY 64-120



EYE REST GREEN 64-121



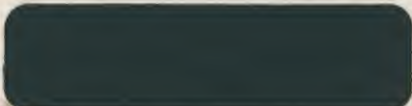
STRATOSPHERE BLUE 64-122



BLOSSOM PINK 64-123



COMO BLUE 64-124



ROBIN HOOD GREEN 64-125



CAVALIER RED 64-126



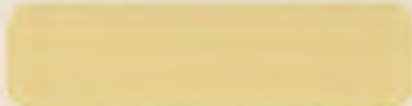
ROMANY BLUE 64-127

WHITE 64-6

WALLHIDE GLOSS WALL PAINT



FRENCH BLUE 28-262



RICH CREAM 28-263



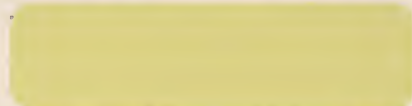
PEACH BUFF 28-264



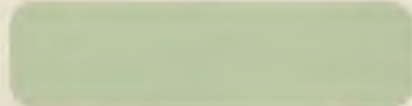
CHESTNUT BEIGE 28-265



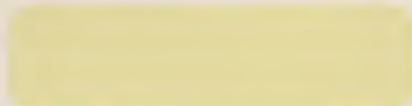
TWILIGHT ROSE 28-266



SUNLIT YELLOW 28-267



SPRING GREEN 28-268



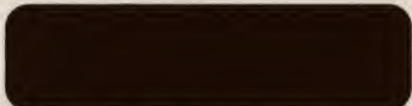
TRUE IVORY 28-269

FIRST COATER 26-1, FIRST COATER (GLOSS TYPE) 26-30, WHITE 28-210
PRIMER-SEALER 26-10

SUN-PROOF HOUSE PAINT



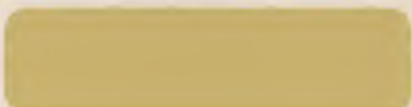
BRICK RED (TRIM) 1-337



SEAL BROWN (TRIM) 1-344



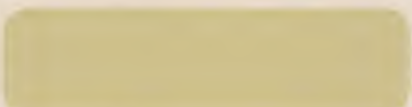
COPPER BROWN (TRIM) 1-306



MILWAUKEE CREAM 1-83



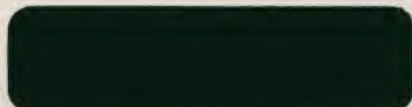
IVORY 1-85



JERSEY CREAM 1-84



COLONIAL BUFF 1-89



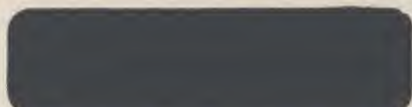
KENTUCKY GREEN (TRIM) 1-338



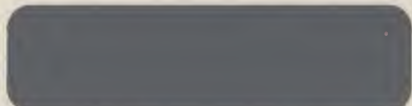
COPPER VERDE (TRIM) 1-341



CARDINAL RED (TRIM) 1-345



SLATE GRAY 1-86



FRENCH GRAY 1-87



PEARL GRAY 1-88



SPANISH BLUE (TRIM) 1-346

WHITE PRIMER 1-201, TITANIC OUTSIDE WHITE 1-54, TINTING OUTSIDE WHITE 1-57,
MILDEW AND FUME RESISTANT OUTSIDE WHITE 1-61, SASH AND TRIM BLACK 1-351

PAINT YOURSELF A DREAM ROOM!

Your bedroom can be truly a dream room—day or night—when you decorate it to suit your personality and your way of life! If you spend a great deal of time reading and relaxing in your bedroom—or enjoy a supper tray before retiring—choose colors that emanate cheer and quiet dignity. Or if you're utterly feminine, express your frivolous nature in various shades of pinks or greens. When you follow Color Dynamics, you not only reflect your own individuality but bring out the best in the room's lighting, dimensions, and shape—as demonstrated on these pages.

BEDROOM—Ceiling—Letdown one part Seafoam Green 64-116 and one part white 64-6 Wallhide Rubberized Satin Finish. **Walls**—Robin Hood Green 64-125 Wallhide Rubberized. **Woodwork**—Architectural Rubbed Effect White Enamel. Decoration by Elizabeth Whitney, Chicago, A.I.D. Furniture by Consider H. Willett, Inc.

Alternate suggestion—Ceiling—Light Ivory 26-65 Wallhide Flat. **Walls**—Palace Gray 25-38 Historic Wall Paint. **Woodwork**—Pale Ivory 27-175 Wallhide Semi-Gloss.





Above—*Bed Wall*—Palace Guardroom Green 25-40 Historic Wall Paint. *Ceiling*—Let down one part Palace Ballroom Blue 25-41 and two parts White 25-22 Historic Wall Paint. *Window Wall*—Pittsburgh Architectural Rubbed Effect White Enamel 48-31.



Left—*Walls*—Let down one part Stratosphere Blue 64-122 and four parts White 64-6 Wallhide Rubberized Satin Finish. *Ceiling*—White 64-6 Wallhide Rubberized Satin Finish. *Ceiling Molding*—Intermix Ivory Wallhide Rubberized Satin Finish is composed of four quarts White 64-6, two quarts Colonial Yellow 64-114, and one quart Blossom Pink 64-123.

A cheerful bedroom will elevate the spirits of even the most chronic early morning grouch! Awakening in these lovely bedrooms would be a friendly welcome to almost any new day.

Right—*Walls and Trim*—Intermix Warm Gray Wallhide Rubberized Satin Finish is made by mixing two quarts White 64-6, one quart Stratosphere Gray 64-120, and one quart Blossom Pink 64-123. *Ceiling*—White 64-6 Wallhide Rubberized Satin Finish.





YOU CAN PAINT AWAY

Consider the number of hours the American homemaker and her family spend in her kitchen each day—and you'll see the importance of painting fresh color and inspiration into this room! If your kitchen has a southern or western exposure, cool it off with soft blues or shades of green. And if your kitchen has a northern or eastern exposure make lavish use of sunny yellows, rose, peach, and shades of orange. Let Color Dynamics paint the way to more pleasant working and living conditions in *your* kitchen! On these pages are interesting kitchens for you to study.

Upper—Ceiling—Jonquil Yellow 54-132 Waterspar Enamel. Walls—Lawn Green 54-129 Waterspar Enamel. Wall and Base Cabinets—White 54-171 Waterspar Enamel. Karl G. Knobel, Kitchen Designer.



YOUR KITCHEN "BLUES"!

Extreme left—*Ceiling*—Primrose Yellow 27-155 Wall-hide Semi-Gloss Wall Paint and multicolored floral chintz with White background. *All Walls*—Let down one part French Gray 54-122 and one part White 54-171 Waterspar Enamel. Leo P. Kremer, owner.

Upper left—*Ceiling*—Sunset Orange 54-124 Waterspar Enamel. *Walls, Wall, and Base Cabinets*—White 54-171 Waterspar Enamel. Marion Heuer Interiors, Hubbard Woods, Ill.

Upper right—*Ceiling, Walls, and Wood Trim*—Stratosphere Gray 23-20 P B X Enamel. *Wall Cabinets*—Colonial Cream 54-133 Waterspar Enamel. *Base Cabinets*—Sunset Orange 54-124 Waterspar Enamel. Florence J. Sterling, Kitchen architect.

Lower right—*Ceiling, Walls, and Wood Trim*—Lawn Green 54-129 Waterspar Enamel. *Cabinets*—White 54-171 Waterspar Enamel. Everett Brown Associates, A.I.D.



CRISP AND COLORFUL BATHROOMS

It is surprising what a fresh coat of paint in a pretty combination of wall and trim color will do for the most ordinary of bathrooms. Old-fashioned fixtures will seem less objectionable if the walls are gay, with entrancing wainscot of Carrara Structural Glass. Since the average bathroom has no large expanses of wall, color may be a little more concentrated. Then you can add a great deal to the modern feeling with inexpensive bath mats and towels in irresistible flowerlike colors.

Upper left—*Wainscot*—White Carrara with Black Carrara cap. *Walls and Ceiling*—Twilight Rose 28-266 Wallhide Gloss Wall Paint. *Window Sash and Venetian Blind*—White 54-171 Waterspar Enamel.

Lower left—*Walls and Ceiling*—Let down one part Jade Green 54-130 and four parts White 54-171 Waterspar Enamel. *Cabinets and Trim*—Jade Green 54-130 Waterspar Enamel.

Alternate suggestion (lower right)—*Walls, Ceiling, Base, and Trim*—Let down one part Sunset Orange 54-124 and two parts White 54-171 Waterspar Enamel. *Cabinets*—Jonquil Yellow 54-132 Waterspar Enamel.





Left—Walls—Tranquil Green Carrara. Ceiling—Primrose Yellow 27-155 Wallhide Semi-Gloss Wall Paint.

Right—Wainscot—Gray Carrara with Orange Carrara cap. Window Sash, Walls, and Ceiling Mold—White 54-171 Waterspar Enamel. Ceiling—Peach Buff 28-264 Wallhide Gloss Wall Paint.



Lower left—Walls and Ceiling—Intermix No. 23 Pittsburgh Interior Toner composed of 128 fluid ounces White 54-171 Waterspar Enamel, 112 fluid ounces Orange Toner 20-12, and 40 fluid ounces Red Toner 20-13. Cabinets, Window Sash, and Trim—White 54-171 Waterspar Enamel.





MAKE YOUR HOME THE BRIGHTEST HOUSE ON THE STREET



Protection of the exterior of your home is important. However, more and more people are beginning to realize that it is not enough just to cover the surface with paint.

The proper selection of colors for the outside of a home should be made with the same care and thoughtfulness that you use to choose colors for the interior.

With Color Dynamics you can plan color arrangements that give a completely new personality to your home. You can restyle it to conform to the current architectural mode.

And—at the same time—by using Pittsburgh Sun-Proof House Paint you can make this new beauty far more enduring. For this unusual paint is designed to make your home *look better longer!*

First of all, it is *fume-resistant*—coal smoke or industrial fumes will not discolor it. Second, it is self-cleaning—any dust or dirt that might collect is washed off with each rain. In addition, the special “Vitolized Oils” it contains keep the paint film *live*, tough, and elastic.

Pittsburgh Paints will give adequate protection from the ravages of time and weather. Color Dynamics will bring your house to life by the utilization of the energy in color.

Left—Siding—Pearl Gray 1-88 Sun-Proof House Paint. Window Sash, Screens, Shutters, Eaves, Railings, etc.—Sash and Trim White 1-352 Sun-Proof House Paint. Roof—Silver Gray 5-368 Pittsburgh Shingle Stain.

Right—Entire Body and Sash—Titanic Outside White 1-54 Sun-Proof House Paint. Shutters—Spanish Blue 1-346 Sun-Proof Trim Color. Roof—Spanish Blue 5-370 Pittsburgh Shingle Stain.

Below—Entire Body—Jersey Cream 1-84 Sun-Proof House Paint. Shutters, Sash, and Casing—Sash and Trim White 1-352 Sun-Proof Trim Color. Roof—Spanish Blue 5-370 Pittsburgh Shingle Stain.



Color Dynamics

FOR A GRAND ENTRANCE

Color Dynamics can help you to make the entrance to your home as friendly as a handclasp, as heartwarming as a smile, for it gives guests that important first impression of the home they are visiting.



Every homeowner has one ambition—to make home a thing of beauty; a joy to family and friends.

Color Dynamics works in a subtle way to modernize the old-fashioned welcome on the door mat.

Above—*Siding*—Slate Gray 1-86 Sun-Proof House Paint. *Pediment Entrance*—Titanic Outside White 1-54 Sun-Proof House Paint. *Door*—Jonquil Yellow 54-132 Waterspar Enamel.

Right—*Frame Walls*—Pearl Gray 1-88 Sun-Proof House Paint. *Soffit of Overhang, Window Sash, and Trim*—Titanic Outside White 1-54 Sun-Proof House Paint. *Door*—Sunset Orange 54-124 Waterspar Enamel.



Above—*Brick Walls*—White 7-1 Pittsburgh Cementhide. *Door and Casing*—Titanic Outside White 1-54 Sun-Proof House Paint. *Shutters*—Kentucky Green 1-338 Sun-Proof House Paint. *Frame Portion*—Suntan 1-90 Sun-Proof House Paint.





Above—*Lap Siding*—Bud Green Sun-Proof House Paint, intermix one gallon Sun-Proof Tinting White 1-57, one-half pint Chrome Oxide Green 35-30, and one-half pint Washed Ochre 35-4. *All Trim as Shown*—Titanic Outside White 1-54 Sun-Proof House Paint. *Screen Door and Garage Doors*—Pittsburgh Waterspar Varnish 83-210. *Roof*—Silver Gray 5-368 Pittsburgh Shingle Stain.



Right—*Walls*—Spanish Coral Sun-Proof House Paint, intermix one gallon Sun-Proof Tinting White 1-57 and one pint Venetian Red 35-27. *Eaves and Soffit of Overhang, Window Sash, and Doors*—Titanic Outside White 1-54 Sun-Proof House Paint.

Below—*Siding*—Red 14-20 Pittsburgh Barnhide Barn Paint. *All Trim as Shown in Picture*—Titanic Outside White 1-54 Sun-Proof House Paint.



Color Dynamics

GIVES OLD HOMES A NEW LEASE ON LIFE

It seems little short of magic the way Color Dynamics modernizes old-fashioned homes.

With it you can give new beauty to pleasing architectural features or subdue those which are less attractive.

Right—If your house is like this, tall and prominent, you can use the magic of color to visually move it earthward. A Soft Gray has been used on the gables to tie in with the gray of the slate, visually minimizing the upper third of the house. White is used on the body of the house to reduce further its apparent height.



The principles of Color Dynamics in no way interfere with the use of standardized decorating schemes. These may still be followed, but with the added appreciation of the energy in color, it is possible to bring new values and benefits to the art of making your home attractive.

This style of house was designed to give a two-floor area, but minimize the double-story look. And color can carry this objective still further, as shown on left. Lower portion is Bud Green and upper portion is Green Shingle Stain highlighted in over-all trim in Bud Green.



By following the principles of Color Dynamics you can make a small house seem larger or a large house seem more cozy and friendly.

Many older homes have an excess of architectural detail, such as cornices, moldings, gables, dormers, or other breaks. Often such homes can be modernized without costly structural changes by "painting out" undesirable ornamentation.

Economy outweighs appearance in planning the type of house shown on right. But new and lasting beauty can be gained with careful color choice. A light color is used on the lower portion and a dark color on the upper portion. This combination visually alters the "squareness" and provides the currently popular horizontal lines.



By painting the exterior of your home according to these sound scientific principles, you not only will achieve a color combination which does the most for your home, but which will give you and your family lasting pleasure and satisfaction. Pittsburgh's Sun-Proof Two-Coat House Paint System will give you trouble-free protection for many years to come.

Right—You don't need a saw and hammer to cut down the height of old homes. Those much-in-demand horizontal lines can be achieved with a clever choice of colors. In this home, Salem Yellow and White combine to diminish the apparent height.



Colors should be chosen carefully so that the best architectural features of your home may be brought out . . . while unimportant features are suppressed. It can make a tall, narrow house seem lower . . . a small house seem larger. In all cases, it is possible to select color scientifically and intelligently instead of haphazardly.

Left—By a clever use of Suntan and Ivory, this house has been given horizontal lines in the modern manner. Such monochromatic color harmony avoids startling contrasts.



Color Dynamics is in no way an experiment. Its principles have been widely tested in many fields with uniformly beneficial results. By this fascinating method you can modernize your old home, or start your new home off right for better, happier living.

Row houses can be brought right up to date with careful color application. At right is shown how Gray walls and White trim bring a clean-cut, modern note to the double house. The single house employs the reverse with White walls and Gray trim.



Pittsburgh

Oil Base

Banish gloom, brighten cheerless, tired-looking rooms, modernize your entire home with young ideas

Wallhide Primer-Sealer 26-10

Wallhide Primer-Sealer is designed to thoroughly seal interior porous surfaces of plaster, brick, cement, composition board, cinder and cement block above ground level and to overcome normal hot spots on these areas. Oil- or varnish-base finishing materials such as flat, eggshell, semi-gloss or gloss may be used over it with outstanding results.

Ready to use. Provides excellent sealing of porous surfaces. Dries overnight to a firm adherent, mar-resistant film. Comes in White only. Brushes are easily cleaned in mineral spirits and require no special thinner.

Wallhide First Coater (Flat and Gloss Type)

A good flexible First Coater for interior porous surfaces possessing excellent sealing properties, flexibility and adherence is available in both flat and gloss sheen as Wallhide First Coater 26-1 (Flat Type) and Wallhide First Coater 26-30 (Gloss Type).

Pittsburgh Wallhide Flat Wall Paint— The One-Coat "Vitolized Oil" Paint for Interiors

Now Pittsburgh Wallhide Flat has been formulated to produce an oil base wall paint that will cover most any surface—plaster, cement, wood, brick, metal, wallboard and wallpaper—with one coat.* It is not just as good—but far better than former wall paints, a real professional finish designed for use in homes, public buildings, schools, hospitals, office buildings and stores.



Wallhide possesses many unusual characteristics—the most outstanding of which are:

1. It's a real oil-base paint.
2. Can be used on any surface—including wallpaper.
3. Ready to use.
4. Goes on easily, spreads uniformly, leaving no brush marks.
5. Hides any surface thoroughly.
6. Dries quickly—paint in morning, move in at night.



Wallhide

Wall Paint

7. Cleans easily—can be washed repeatedly.
8. Can be painted over—with uniformly smooth results.
9. Gives walls a rich sheen to make rooms look brighter and more cheerful.
10. Wallhide Flat is furnished in 13 colors and White.
11. The only wall paint enriched with "Vitolized Oil" resulting in controlled penetration. "Vitolized Oil" penetrates sufficiently to bond to the surface, but enough remains in the paint film to keep it live, tough and elastic—and to give long-lasting protection.

*While Pittsburgh Wallhide Flat Wall Paint will cover most any surface satisfactorily with one coat, it is preferable to use Pittsburgh Wallhide Primer-Sealer or First Coater as a primer on new work. With the two dark colors in the line, the surface **MUST BE PRIMED** for all applications.



Pittsburgh Wallhide Semi-Gloss and Gloss

For the busy rooms, where cooking and washing are the daily activity, Pittsburgh Wallhide Semi-Gloss and Gloss Wall Paints, offer excellent service. Grease, ink and pencil marks are washed away with a minimum of effort. This washability makes them the practical material for use in baths and laundries.

Pittsburgh Wallhide Semi-Gloss and Gloss Wall Paints are also recommended for use in hospital rooms, corridors in public buildings, schools, hotels, hospitals, office buildings, and stores. The Semi-Gloss colors are official approved colors of Williamsburg Restoration, Incorporated.

Twelve hues and White in Semi-Gloss; nine hues and White in Gloss Wall Paints.

Historic Wall Paint

The Pittsburgh Plate Glass Company has been chosen by Williamsburg Restoration, Incorporated, to manufacture and sell approved copies of the colors used in the various buildings of Colonial Williamsburg. There are twelve authentic hues, a White and Primer-Sealer. The finish has an eggshell sheen viewed at most angles, and is flat when viewed head on. Excellent washability is assured and leveling is exceptional. Historic Wall Paints should always be used over the primer-sealer and for best uniformity rolled on or rolled immediately after application by brush.

Wallhide

Satin Finish



Rubberized

Wall Paint

**A revolutionary new paint
that's Velvet-like in Smoothness . . .
Rubber-like in Toughness!**

A New Kind of Interior Wall Paint

A revolutionary product—with a distinctive sheen—scientifically formulated from the best of traditional raw materials and the newest chemicals to give properties never before obtainable, including rubber-like characteristics. Without Pittsburgh's long experience in developing special materials and processes, this product would have been impossible to achieve. It is a product of the world's leaders in paint research who for many decades have con-



tributed a series of remarkable developments to the making of better paints.

Easily Applied with Brush or Roller Coater

Anyone can apply new Wallhide Rubberized Satin Finish to interior walls and ceilings with certainty of satisfactory results. The product is ready to use and is ideally suited for living rooms, dining rooms, hallways and bedrooms. It glides onto walls with astonishing ease—lap-free, streak-free, and without apparent brush marks. No objectionable odor during application.

Remarkable Drying

The finish dries in one hour to a smooth, velvet-like surface of rubber-like toughness and elasticity which will not crack or rub off and can be washed—even repeatedly scrubbed—without losing its rich sheen. Even missed spots may be filled in without damaging the final appearance. A second coat may be applied after four hours. Curtains and pictures can be hung and the room made ready for occupancy shortly thereafter.

Rubber-Like Finish Resists Scuffing and Abrasion

Wallhide Rubberized Satin Finish possesses maximum mar and alkali resistance, durability, washability, even

scrubability after drying several weeks. The film does not shine up when washed in a local area and resists wear like a fine enamel.



Smears and Stains Wash off Easily and Completely

Grease, crayon, lipstick, ink spots, and finger smears may be easily removed with a minimum effort because the skintight film prevents foreign materials of this type from penetrating the surface.

Controlled Penetration

Controlled penetration is excellent—that's why no primer-sealer is necessary on walls or ceilings, and uniformity of color is unusual. Wallhide Rubberized Satin Finish is recommended for painting interior surfaces of new or old plaster, cinder or concrete block, brick, wall-board, wallpaper, primed metal and painted wood. New wood should be primed with a wall primer-sealer and bare metal must be primed with a rust-inhibitive primer, but all other surfaces require only one or two coats of Wallhide Rubberized Satin Finish.

This new product is available in beautiful modern colors that fit today's architectural and decorating trends.



The lovely decorative effects you can achieve in your home with Color Dynamics and Pittsburgh Paints often can be further enhanced by the use of Pittsburgh Glass and Mirrors. Door mirrors, wall and mantel mirrors, Plate Glass and mirrored furniture tops . . . these are complementary products that work in delightful harmony with Paint to give your rooms maximum charm and livability. The full-length door mirror, for example, not only performs its practical function of head-to-toe reflection, but serves also to dramatize the colorful painted walls that frame it.



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